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Press release - Barossa Valley - Riverland Tourist Report

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PRESS RELEASE FROM THE PREMIER, MR. DUNSTAN.

BAROSSA VALLEY - RIVERLAND TOURIST REPORT.

21/9/71

The Premier, Mr. Dunstan, today received a copy of the Barossa Valley - Riverland tourist industry appraisal report, from the Chairman of the S.A. Council of the Australian National Travel Association, Mr. I.S.D. Hayward.

Mr. Dunstan, who is also responsible for tourism, paid tribute to ANTA for its action in commissioning and financing the report, and for the activities of the Council in upgrading the quality of tourist activities within South Australia.

"Tourism is a big business these days and it is a business of which we mean to have our share. It has attained the status of a major industry and we welcome it especially because showing tourists our countryside is one form of activity which does not deplete our natural resources.

"In fact, by drawing attention to their value, it leads to a wider recognition that our environment is expendable and does need protection", Mr. Dunstan said.

"As a Government we will be intensely interested in the findings and recommendations of the study though of course many of the proposals will, no doubt, not be news to us because three of the appraisal team were in fact senior officers of the State Public Service.

Mr. Dunstan said the publication of the report was a historic day for the regions involved.

"We will add it to our central tourist development policy guide. Together they will show us what we should be doing and where we should be going", he said.
